

November 26, 2013



EDMUND G. BROWN JR.  
Governor

**VENDOR ALERT 2013 - 10**

TO: ALL WIC VENDORS

SUBJECT: NOTICE TO VENDORS OF ADDITIONAL SHELF PRICE SURVEY TEST PHASES

**Purpose**

Vendors are strongly encouraged to participate in additional test phases for the Vendor Shelf Price Survey. The Women, Infants, and Children (WIC) Program will publish two test surveys in December 2013. The test survey periods will be:

- December 2, 2013, thru December 9, 2013
- December 16, 2013, thru December 23, 2013

**Background**

On September 17, 2013, the WIC Program issued Regulatory Bulletin 2013-01, which provided notice of Final Action for changes to Vendor Authorization Criteria (VAC). The Final Action became effective October 17, 2013, and can be accessed online at <http://www.cdph.ca.gov/programs/wicworks/Pages/WICRegulations.aspx>. Refer to Section 70600 *Competitive Price Criteria* for information regarding collection of vendor shelf prices.

**Authority**

Federal regulations (7 C.F.R. §246.12(g)(4)(ii)(B)) require the Program to collect vendor shelf prices every six months to evaluate the vendor compliance with cost containment measures. 7 C.F.R. §246.12(h)(3)(xxiv) requires vendors to comply with the vendor selection criteria throughout the agreement period, including any changes to the criteria.

**Action For Vendors**

Vendors will receive notification of available surveys after logging into the Vendor WIC Information Exchange (VWIX) system. The survey will prompt the vendor to enter their current low and high shelf prices for 12 WIC-authorized food items, known as the Market Basket. A listing of the Market Basket contents can be accessed online at: <http://www.cdph.ca.gov/programs/wicworks/Pages/WICGrocerVendorMainPage.aspx>.

**Questions**

If you have any questions, please contact your vendor consultant or call toll free (855) WIC-STOR or (855) 942-7867. You can also contact the WIC Vendor Management Branch by email: [WICVENDORINFO@cdph.ca.gov](mailto:WICVENDORINFO@cdph.ca.gov).



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